Empanelment of T. V./Radio producers for production of software of creating awareness about rural development programmes

5219.SHRI AMAR SINGH: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether it is a fact that Government have recently issued advertisement for empanelment of T.V./Radio producers for undertaking production of audio visual software to create awareness about the various programmes in rural areas of the country;

(b) whether it is also a fact that Government had prescribed stringent eligibility criteria for empanelling the producers to select only the elite producers;

(c) if so, the details thereof and the reasons therefor; and

(d) whether he had received any representation from Members of Parliament in this regard and if so, the action taken thereon?

THE MINISTER OF RURAL DEVELOPMENT (SHRI M. VENKAIAH NAIDU): (a) An Advertisement was issued on 20th April, 2002 for empanelment of T.V./Radio producers for production of software in order to create greater awareness in the rural areas in regard to various programmes being implemented by the Ministry of Rural Development.

(b) and (c) With a view to ensure production of audio visual/ audio software of appropriate quality on Rural Development Programmes, producers with requisite experience, infrastructure and proven capabilities are proposed to be empanelled. The details of eligibility criteria prescribed for TV/Radio producers are enclosed as Statement. *(See* below)

(d) Two such representations have so far been forwarded and are receiving attention.

Statement

Compulsory Requirements for TELEVISION Software Producers

1. Minimum Experience of five years of handling TV programmes with production experience of at least 200 hours of programming.

2. The applicant should have the experience of having dealt with similar social content of other Ministries/Departments.
3. The applicant should be capable of demonstrating job samples of social campaigns undertaken by them.
4. Minimum Annual Production Turnover of Rs. 5 crores for each of the previous two years; the Agency would have to submit (duly certified by a Chartered Accountant) the Company's balance sheet for the previous two years.
5. The applicant should have adequate experience of having dealt with the National Broadcaster, Prasar Bharati as well as Satellite Channels.
6. The applicant should not be a recognized financial/term defaulter with any government body like Prasar Bharati and Ministries/Departments.

Preferable Requirements

7. The applicant should have in house staff and production facilities like cameras, editing units, graphic set up etc. to undertake assignments on short notice and priority basis.
8. The applicant should have capacity to create multi media programming for better utilization of software created.

Requirements for Radio Software Producers

1. Rs.40 lakh turnover per annum for last two years.
2. Applicant must have a fully digital audio studio with digital recording and mixing facilities.
3. Applicant should have done audio work for DAVP, Ministries and other agencies for last three years and should be capable of demonstrating samples.

Generating employment opportunities in U.P.

5220. PROF. M.M. AGARWAL: Will the Minister of RURAL DEVELOPMENT be pleased to state:

(a) whether Government propose to generate more employment opportunities in the rural areas of Uttar Pradesh during the Tenth Plan;

(b) if so, the details thereof, district-wise; and

(c) the details of target fixed indicating the total amount allocated for the purpose during this period?